Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



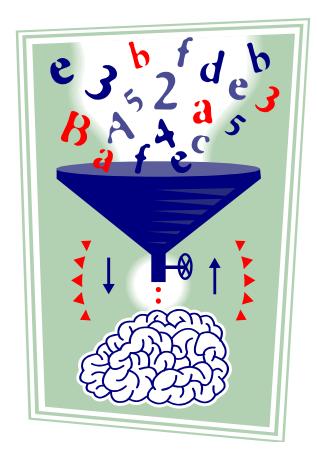
Part 3 Analysis & Recommendations

Version 1 August 2013

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Problems



Task One:

Explore Consequence and Consumption Data in Your Community in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to Table 2, the Judith Basin County Data shows it has a bigger problem with DUI crashes with injuries than Montana does. In 2008 through 2012, the state average was consistently lower when compared to Judith Basin County. Both the state and County saw an overall decrease in alcohol related crashes from 2008 to 2012. The average over five years was 374.35 crashes per 100,000 for Judith Basin County and only 119.96 per 100,000. It is vital to note that in 2008, Judith Basin had 24 Alcohol related crashes resulting in injuries, which was 85% higher than the state average.

In Table 3, from 2008 to 2012, the average of Judith Basin County's alcohol related crashes with fatalities was substantially higher than the state average. While there were only three fatalities in five years, per capita, this is a substantial amount. The five year average for Judith Basin was 28.80 per 100,000 and the state average was 8.60 per 100,000.

Judith Basin County had zero crashes involving American Indians from 2008 to 2011.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The problem is about the same, with Judith Basin County data slightly higher. In 2008, Judith Basin students were right at the state average for all grades. The average percentage of students who drove a vehicle while they had been drinking in Judith Basin County was 13.6%. Montana's average for the same year was 14.1%. In 2010, Judith Basin County saw a decrease in 10th and 12th graders drinking and driving, going from 12.5% to 7.9% for 10th graders and from 25.5% to 21.2%. In 2012, most significantly was the rise in 8th graders in Judith Basin County (8.3%) more than doubling the rate of Montana (2.8%). It is also important to note that both county and state data for 10th and 12th graders dropped from 2008 to 2010.

In Montana, Native Americans are more like likely to drive while drinking than Montana as a whole, but there has been a decrease in the amount of Native American students and Montana students drinking and driving from 2007 to 2013. The data also shows that Native Americans are not partial to drinking and driving on either the reservation or in urban areas.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 8, the overall trending averages from 2008 to 2012, Judith Basin County is more than the state average. Students who rode in a car with a driver who had been drinking is a bigger problem in Judith Basin County. In 2008, 32.7% of Judith Basin students rode in a vehicle while the state reported 33.1%. The data does show an overall increase in Judith Basin students riding in a car with a drunk driver. In 2010, Judith Basin reported 34.2% while Montana saw a decrease at 28.3%. In 2012, Judith Basin County again saw an increase to 37% and Montana saw a decrease and reported 25.3% of students rode in a car when the driver had been drinking. Montana saw an overall decrease but Judith Basin County data shows an increase each year.

Montana is below the average of Native Americans riding in a car driven by someone who has been drinking. The data shows that over 4 years, there was only a decrease of 4% in Montana compared to 7.5% for urban areas and 10% on reservations. This could be due to the population and overall rural nature of the state. Montana averages are always below the native American averages, but they are decreasing at a faster rate.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Overall, Judith Basin County has seen decreases in most areas. The county is slowly trending in the right direction. Although the number of DUI Crashes with injuries and fatalities has decreased since 2008, more students are riding in cars with drivers who have been drinking. This could correlate to why there are so many alcohol related crashes with injuries.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Binge drinking in Judith Basin County is reportedly about the same as it is in Montana, but where Montana saw an overall decrease, Judith Basin County saw an increase in binge drinking. In 2008, for all races in Judith Basin County, the average percentage was 23.0 for all grades and 24.5 for Montana. This climbs to 25% in 2012 but decreases for the state to 21.2%. It is worthy to note that 66.7% of 12th graders reported binge drinking in Judith Basin County in 2012, which is double the state rate.

Table 12 shows that Judith Basin County saw an average binge drinking rate go from 55.6% in 2008 down to 50% in 2010.

American Indians in Montana also have higher rates of Binge Drinking in both urban areas and on reservations than the state total.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Currently there isn't any Judith Basin County Specific Data on Binge Drinking for Adults. However the BFRSS data has shown that each region of the state is pretty equal to overall state data. What is important to note, is that while we have also seen increases in all other areas mentioned so far, Adult Binge Drinking is not exempt. It went from 17.7% in 2008 to 21.8% in 2012, with it increasing every year. This is important to note in future prevention efforts. There is a direct correlation between the DUI Crashes with injuries and fatalities and the state binge drinking rates.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Again, Judith Basin County's underage drinking problem seems to be about the same as the overall state in 2008 and 2010, but there is a definite increase in 2012. I would characterize this as a bigger problem. In 2008, the data was extremely similar with underage drinking rates for Judith Basin County being 20%, 38.5% and 56.4%. The state's data for the same age groups was 21%, 41.2%, and 53.1%. The similar rates continues on in 2010 with the averages for each being Judith Basin- 36.9%, Montana-35%. In 2012 we see a jump in Judith Basin County to 40.7%. Montana only saw an increase of 0.1%. Still, it is reported that approximately 66.7% of high school seniors in Judith Basin County have used alcohol within 30 days.

In Montana, Native Americans are more likely to drink on the reservations and in urban areas than the average of all Montanans. There was a decrease in 30 day alcohol use from 2007 to 2013 for both Native Americans and Montanans.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The prescription drug problem in Judith Basin County is similar to that of Montana. In 2010, 4.6% of Judith Basin County students used prescription drugs while only 4.0% of Montana teens did. Both Montana and Judith Basin County Saw a decrease in use, with 3.7% of Judith Basin teens using 2012 and 3.5% of Montana teens.

Final Consumption Question

OUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

There are consistent increases in alcohol abuse, riding with someone who had been drinking and binge drinking from 2008 to 2012 for Judith Basin who is also consistently above the state average. This has led to having higher alcohol related crashes and fatalities.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 23, Judith Basin County's problem is bigger than that of Montana's. Looking at the data for 2008, Judith Basin County had the exact same data as Montana data, in that only 80.3% of students thought their parents perceived Alcohol/ Drug use negatively. In 2010 and 2012, Judith Basin student data was at 73.5% and 67.6%. Compared to the Montana data of 81.8% for both years. While Montana trended to more positive numbers, the numbers for Judith Basin County decreased significantly, negatively impacting the county.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 24, it shows that Judith Basin County has a smaller problem when it comes to peer disapproval of use. Judith Basin County trended a higher disapproval of use among peers, going from 65.5% in 2008 to 83.3% in 2012. Montana's numbers for the same data were 55.8% and 66.7%.

Perceived Risk/Harm of Use

OUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Judith Basin County has about the same of a problem than the state overall in Perceived Risk/Harm. The numbers are worse for Judith Basin County in 2008 with 64.3% of students thinking it was wrong to drink alcohol compared to 87.9% at the state level. In 2010, the data shows Judith Basin staying the same at 64.4% and the state seeing a large decrease to 67.6%. In 2012, both Judith Basin and Montana are even at 71%.

When looking at Percentage of students who believe it is cool to drink alcohol regularly, Judith Basin County and Montana were about the same every year by all ages. In 2008, both were at 27%. In 2010, they were both at 25% and in 2012, Judith Basin stayed at 25% while the state average dipped to 23.5%.

In Table 28, trending data for Judith Basin County shows fewer students perceive risk of having 1-2 alcoholic beverages every day in 2012 (53.7%) than they did in 2008 (65%), while Montana had more positive data, showing an increase of 3% over the four years. (61% in 2008, 64.1% in 2012)

Table 29 also shows that from 2008 to 2012, fewer students in Judith Basin County perceived the harm of binge drinking every weekend. In 2008, 74.2% perceived harm while only 60.2% did in 2012. It would have been better to see this number go up, as it did for the state average, going from 73.9% in 2008, 75.9% in 2010, and 76% in 2012.

Table 30 shows that in 2012, fewer students in Judith Basin County (35.2%) feel that their neighbors think it is wrong for students to drink alcohol than other Montana students (69.1%). This was consistent for all years for all grades. The overall trend did not have positive results. The trend should have had a higher percentage of students perceiving their neighbors think it is wrong for students to drink. This also shows that kids believe that their neighbors find students drinking more socially acceptable.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Looking at the trending data from 2008 to 2012, we see positive results for Judith Basin County. It shows that Judith Basin County has a smaller problem centered on family communication with drugs and alcohol abuse. Initially, only 40% of Judith Basin students talked to their parents in

2008. That rose to 58.3% on 2010 and 71.3% in 2012. The state did not see as big on an increase, showing percentages of 62.1, 59.8, and 61.0. This was an overall decrease in family communication for the state.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2008 and in Judith Basin County, there were considerably less students (3.0%) who believed alcohol causes any financial, legal, or emotional problems. Montana's average was 10.2% for the same year. In 2010, the number rose only to 3.1% and the state had a number of 8.6%. This equates to a bigger problem. The mindset that "alcohol doesn't contribute to any problems" only adds to alcohol becoming more socially acceptable.

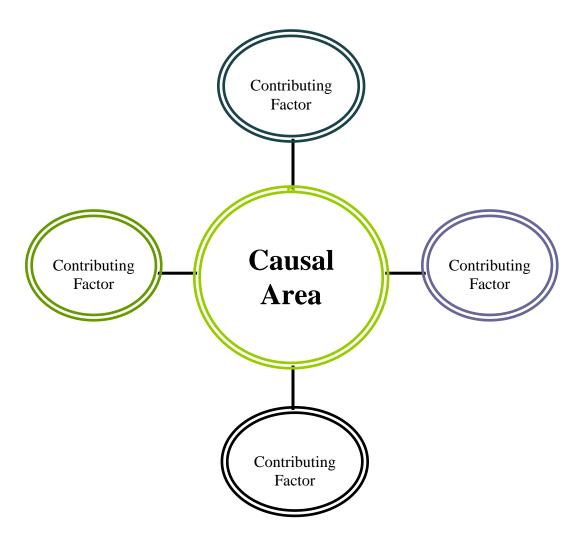
Final Risk Factors Question

OUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Judith Basin County, while having some environmental prevention measures in place, is still at high risk for drug and alcohol use. While students are talking to their parents about drug and alcohol use, county teens seem to feel that it is not that risky to drink 1-2 drinks per day and 5 drinks on a weekend. It seems that it's just as socially acceptable. Fortunately, the data shows kids notice that their peers are not as accepting of alcohol or drug use.

Causal Areas



Task Two: Gather Data on Four Causal Areas

RETAIL AVAILABILITY - PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

No Compliance Checks have been completed since 2008.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

No compliance checks have been completed since 2008. If compliance checks are not completed, alcohol establishments are more likely to serve to youth and over-serve individuals. This leads to greater alcohol use and abuse.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Since 2008, there has been little data on Judith Basin County's "Lets Control It" classes. Records indicate that there were two trainings in 2011 with 38 people trained. This means that servers are either using other approved courses or receiving their training online. It is hard to get an exact number of servers trained. Without regular RBSS trainings, it is hard to evaluate the quality of trainings. There have also been zero compliance checks to aide in improving the quality of servers.

QUESTION 19 Alcohol Merchant Retail Sales Training

If you community does not hold RBSS trainings, how might this affect binge drinking and driving in your community?

Reports show that there hasn't been a county training since 2011. Without regular RBSS classes, servers may not get trained within their 90-day grace period. This may lead to serving youth due to improper carding and over-serving. These practices will greatly impact the rate of drinking and driving and binge drinking in Judith Basin County.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

After looking over all the data Judith Basin has a high number of liquor licenses per capita. More retail establishments provide an opportunity for people to consume alcohol, including underage consumers. This, coupled with zero compliance checks and no RBSS trainings shows that retail availability is an issue in Judith Basin County and contributes to underage drinking and drinking and driving.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

This is a 7 because retail availability is most likely contributing to alcohol related problems related to youth and binge drinking. There are seven retail establishments (high per capita) and there have been no compliance checks in the past five years to make sure youth are not being sold alcohol and patrons are not being over-served.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

Court records indicate there is a 74% conviction rate in Judith Basin County. This is a higher average compared to other counties. There is a 75% conviction rate on DUI's and a 71.4% conviction rate for a multiple DUI offender. This may be the reason there has been an overall trending decrease in the number of alcohol related crashes.

QUESTION 23

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

There is only a 50% conviction rate for multiple MIP's. This falls below the County average but a regular MIP carries a conviction rate of 83.3%.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

There are no extra efforts above basic patrol duties being done by law enforcement to combat drinking and driving and binge drinking. It is a very small department and the only department in the county. There are six deputies, which often means there is only one officer on at a time. With manpower issues, it is harder to complete compliance checks and police social events for underage drinking.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Law Enforcement are not conducting compliance checks, safety spot checks or patrolling at high DUI times. There is not a huge police presence in Judith Basin County. This is reflected in the MNPA where we learn that only 14.4% of teens believe they would get caught by the police if drinking. Manpower issues and funding are the primary issues these efforts are not being pursued.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

There are no local ordinances in Judith Basin County related to alcohol abuse.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Every city and county could benefit from a social host ordinance and open container laws. This would discourage underage drinking parties and public intoxication.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Local DUI Crash Statistics show Judith Basin County much higher than the state average. This data combined with student data teaches us that there is an alcohol problem in Judith Basin County. Local law enforcement feels like DUI is not being treated as a crime in Judith Basin both criminally and socially. Sentences are not reflecting the crime and are often lenient. In Judith Basin County, DUI is not a crime socially.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact Major impact 0 1 2 3 4 5 6 **7** 8 9 10

This is a seven because Law Enforcement is currently not doing enough to combat alcohol related issues. They are not facilitating any safety spot checks at community events or completing any compliance checks. While the data shows that DUI's are being convicted, it is reported that their sentences are often lenient. The MPNA data also shows that only 14.4% of students in Judith Basin County thought they would be caught by the Police if drinking alcohol.

SOCIAL AVAILIABILITY - PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Judith Basin County, more students believe they would get caught by their parents in 2012 (44.5%) than the police (14.4%). Compared to state averages, in 2008, 56% of Judith Basin County students felt they would get caught by their parents if they drank beer, when only 50.4% of Montana students felt that way. That average falls to 44.5% for the County in 2012, but rises to 52.1% for the state. In 2008, only 19.4% of Judith Basin county students felt the police would catch them if they were drinking, compared to 23.2% of Montana teens. The trending data shows that in 2012, only 14.4% of Judith Basin students would get caught by police. The state saw an increase to 26.2%.

Social Availability Questions

OUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

We know that retail availability is an issue and that 100% of high school seniors know where to get alcohol. This correlates to they are getting it somewhere else. This can be either from friends or family. If kids are drinking at parties or are given alcohol by a parent, this reflects on the alcohol culture of the county. Social Availability is most likely a component of the County's alcohol problems.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact										Major impact		
0	1	2	3	4	5	6	7	8	9	10		

7, Social Availability is most likely a huge contributor to binge drinking and drinking and driving in Judith Basin County. One hundred percent of Judith Basin county high school seniors thought it would be easy to get alcohol, a 20% increase from 2010. These rates are higher than the Montana average. We also know that only 45% of students in 2012 thought they would be caught by their parents if drinking, which is much lower than the state average

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

For the county of its size, Judith Basin County ranks higher in the state for bars per capita. There are also a lot of advertisements for alcohol seen throughout the county. Twenty-eight percent of buildings advertise alcohol. That breaks down to seven out of 25 buildings. For a county with such a small population, this is quite high. There are no billboards in Judith Basin County that advertise alcohol. In print media, there averaged about three alcohol advertisements a week in the small town newspaper. This is not including the advertisement they would have seen if they were also reading the Great Falls Tribune. There are several media outlets in which alcohol is advertised. There were no alcohol related news articles during the same time period. This is an excessive amount of advertising.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

With all the alcohol ads, one can deduce it is caused by and it adds to the socially accepted alcohol culture in Judith Basin. Advertising is a tool for a reason, it works. If kids grown up seeing alcohol portrayed in a positive light, it can contribute to higher numbers and alcohol abuse.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

There were no alcohol related news articles in the Stanford Newspaper. In comparison to the three advertisements per week, proportionally this will negatively impact trying to reduce binge drinking and drinking and driving

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Community Events in Judith Basin are often sponsored by local alcohol establishments. These events often draw many people in from rural areas to consume alcohol. Then, these patrons have to drive home. The promotion of such events adds to the socially acceptable culture in Judith Basin County. If alcohol is available at the majority of community events, it become the social norm. People begin to think that alcohol belongs with social events. These are the social norms we need to change. These social norms have contributed to Judith Basin County having much higher than the state averages in DUI crashes.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

5. When looking at all the other causal areas and how they work with or against one another, we know that in Judith Basin County, social availability is a huge issue at community events such as rodeos and brandings. Although these events are often promoted by word of mouth, there is a certain culture about them. Whenever bars are sponsors of events, it is a given there were will alcohol there. This plays into the mentality that in Montana, alcohol goes with every activity. This is the social norm we are wanting to change.

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

In Judith Basin County, the school counselors feel like they are facing an uphill battle. There are school policies against alcohol or drug use on campus and athletic training rules. In the past, these policies have been upheld more times than not. The punishment is either suspension or expulsion, depending on the crime. They encourage students with substance abuse issues to get treatment.

QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

4. Small schools and Montana often face difficulties in promoting ATOD education and creating policies that encourage youth to be drug and alcohol free. There are certain training rules in county schools, but unless these policies are enforced, it adds to alcohol being so socially acceptable.

MEDICAL FIELD INFORMATION - PART 3

QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug about in your area? Explain the rationale for your response.

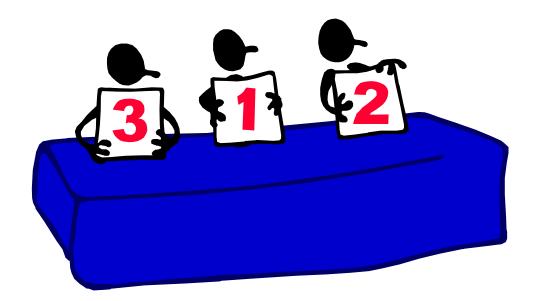
There are currently no medical interviews done to accurately answer this question.

QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

There are currently no medical interviews done to accurately answer this question.

Prioritization



Task Three:

Rank the Four Causal Areas from the Greatest Contributor to Your Community's Problems to the Smallest Contributor

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
7	2	Retail Availability
7	4	Criminal Justice
7	1	Social Availability
5	3	Promotion
4	5	School Policies
N/A	N/A	Prescription Drug

QUESTION 42

Provide the rationale for your rankings of the causal factors.

Social Availability was ranked first because it has the largest impact on contributing to the alcohol culture in Judith Basin County. This is most likely where youth are getting their alcohol. It is also contributing to the mentality that alcohol has to be present at every event, whether it be while hunting, ranching, or at local rodeos. Retail availability ranked second because, without regular compliance checks and RBSS training, it is difficult to effectively combat binge drinking and drinking and driving. We know that if we can prevent youth from gaining access to alcohol and prevent binge drinking by educating servers on over-service law's we may be able to eventually change social norms through environmental prevention. Promotion was ranked third as alcohol sponsored events and advertisements create an environment that makes it more socially acceptable to abuse alcohol. Law enforcement is ranked last because I felt it is not an attitude issue as to why law enforcement are not being more proactive, but a manpower and funding issue. School policies are ranked fifth because there are already school policies in place in Judith Basin County. Prescription drug abuse was ranked sixth because Judith Basin is a small community and law enforcement claims it is not a large issue and there are no hospitals or pharmacies in Judith Basin County.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Retail Availability and Social Availability. These are the greatest areas of concern for Judith Basin County. One hundred percent of high school seniors know where they could get alcohol. If we can prevent youth from gaining access to alcohol and prevent over-service to patrons, we will be able to change the current environment and hopefully foster a new one where alcohol is not as socially acceptable.